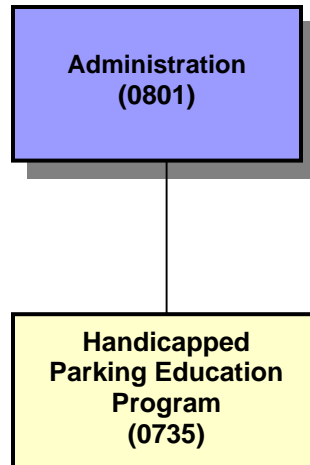
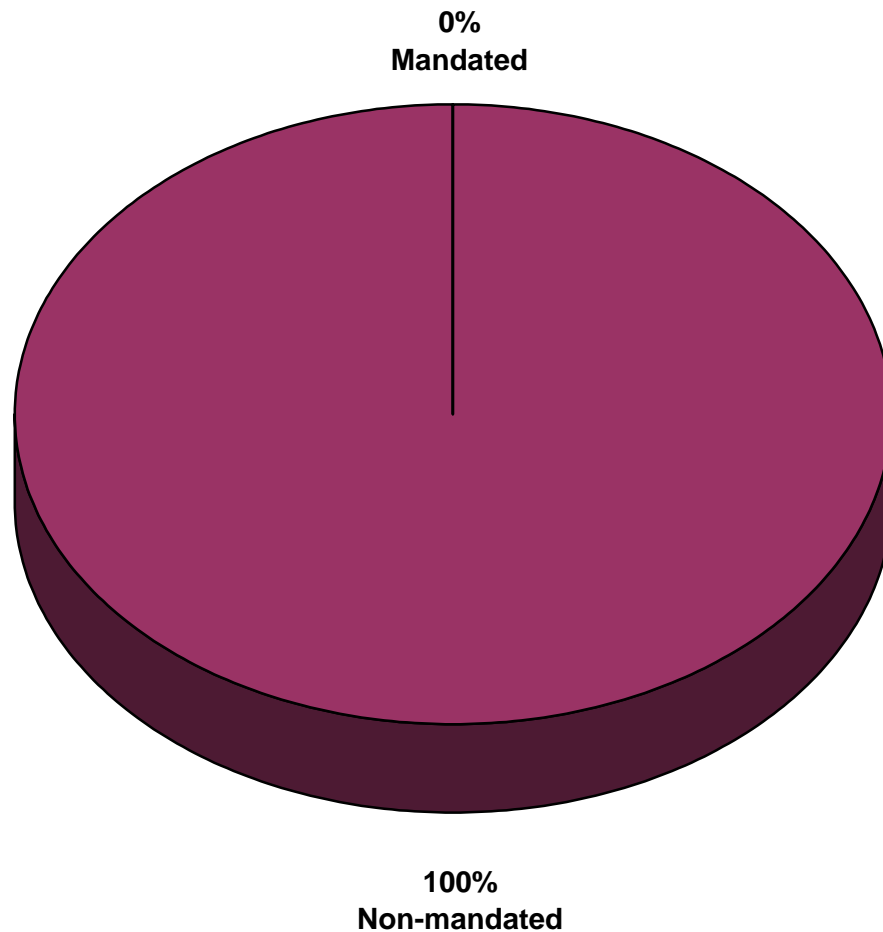


## COMMUNICATIONS (008)



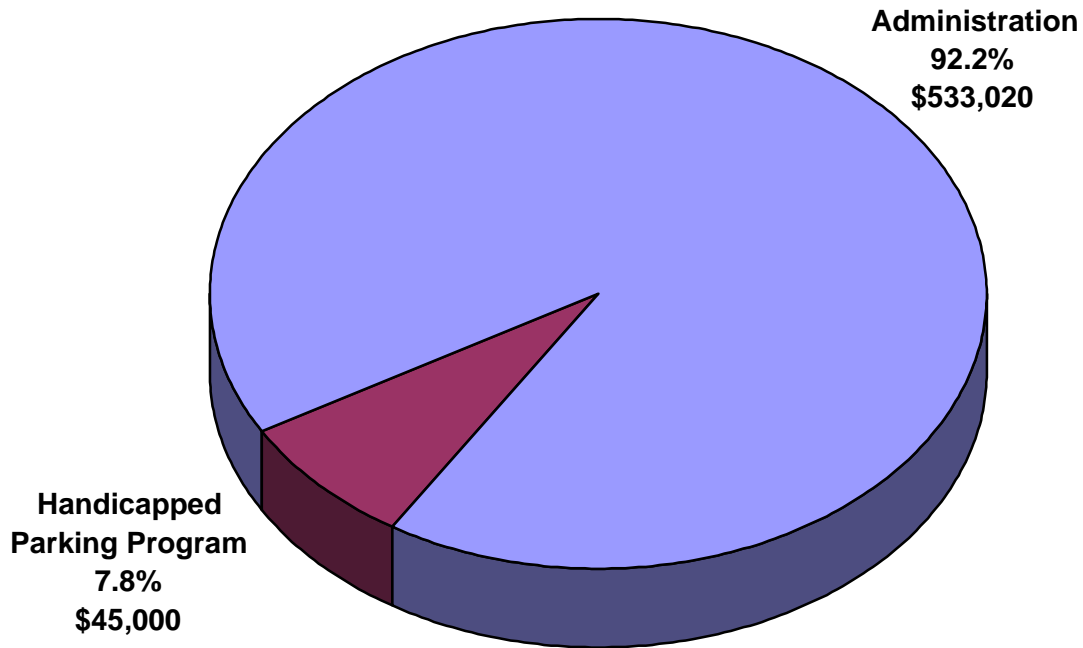
## COMMUNICATIONS 2006 MANDATED/NON-MANDATED



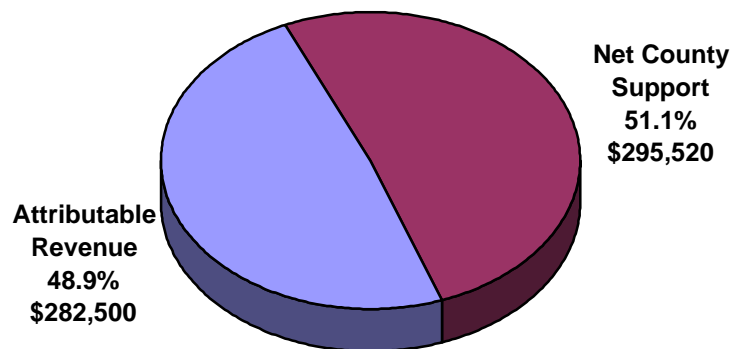
Communications is the central source of information on Monroe County operations for the general public, the media and within Monroe County government and is 100% non-mandated.

# COMMUNICATIONS

## 2006 Budget - \$578,020



## Net County Support



## **DEPARTMENT:    Communications (008)**

---

### **DEPARTMENT DESCRIPTION**

The Department of Communications consolidates a number of county communications functions: Freedom of Information procedures, public information activities, emergency response, graphic coordination and special events planning.

---

### **Mission**

The Department of Communications is the central source of information on Monroe County operations for all of its customers in the general public, the media and within Monroe County government. The department promotes the policies, programs and agenda of the Monroe County Administration, contributing to the success of those programs by developing community and internal support for them.

---

### **2005 Major Accomplishments**

- Worked closely with the County Executive and county departments to support major projects such as Renaissance Square, the new Elephant Exhibit at Seneca Park Zoo, Bucks for the Baby fundraising campaign and Empire State Games
- Worked with internal and external Project Team members to launch and provide support for the County Executive's Technology Improvement project
- Worked closely with the Department of Planning and Development to promote economic development initiatives and business expansion projects
- Worked closely with the Greater Rochester International Airport to implement promotional strategy and provide communications support for the Airport's terminal renovation project
- Worked closely with the County Executive, Office of Management and Budget, and Departments of Finance, Human Services and Public Health on Medicaid reform initiatives
- Worked with COMIDA to expand public access and community awareness of COMIDA-approved projects
- Worked with the Department of Public Safety and Office of Emergency Preparedness to launch citizen training programs
- Improved turnaround time for media requests for information and interviews and for Freedom of Information requests

### **2006 Major Objectives**

- Continue to work on major projects such as Renaissance Square, Empire State Games and Black Creek Wetlands
- Continue to provide support for the Technology Improvement project, including the launch of the new Monroe County website in 2006. Implement enhancements to the website to improve services and accessibility for the public
- Continue to work with the Department of Planning and Development and community partners to advance economic development initiatives and projects
- Build on successful community outreach and collaborative efforts with local organizations, groups and agencies

## **BUDGET SUMMARY**

	<b>Amended Budget 2005</b>	<b>Budget 2006</b>
<b><u>Appropriations</u></b>		
Personal Services	295,063	324,945
Expenses	96,381	87,836
Supplies and Materials	12,000	10,500
Employee Benefits	86,497	70,778
Interfund Transfers	96,019	83,961
<b>Total</b>	<b>585,960</b>	<b>578,020</b>
<b><u>Revenue</u></b>		
Minor Sales	1,000	7,500
Handicapped Parking Fees	45,000	45,000
Transfer from Other Funds	230,000	230,000
	<b>276,000</b>	<b>282,500</b>
<b><u>Net County Support</u></b>	<b>309,960</b>	<b>295,520</b>

## **DIVISION DESCRIPTIONS**

### **Administration (0801)**

The Communications Department provides information about county programs and initiatives to the media and the general public. The division prepares and distributes press releases, schedules news conferences, arranges public appearances and writes and edits a variety of informational materials for public distribution.

The division, in addition to the coordination of public and media inquiries, addresses all requests under the Freedom of Information and Open Meeting Laws. Staff is trained to coordinate public information during emergencies involving storms, nuclear power emergencies or other disasters.

### **Handicapped Parking Education Program (0735)**

The Handicapped Parking Education Program funds education and public awareness projects to reduce illegal use of handicapped parking spots.

## **Performance Measures**

	<b>Actual 2004</b>	<b>Est. 2005</b>	<b>Est. 2006</b>
News Releases and Press Conferences	275	300	320
Freedom of Information Requests	1,052	800	825
Certificates/Proclamations	852	875	900